BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD BLISS WORLD, LLC, Opposer, Opposer, Opposition No. 91151554 MATT WILLIAMS Applicant.

APPLICANT'S ANSWER TO OPPOSITION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assistant Commissioner for Trademarks Box TTAB 2900 Crystal Drive Arlington, Virginia 22202-3513 CERTIFICATE OF MAILING

I hereby certify that this document and its attachments and accompaniments are being deposited with the United States Postal Service, "Express Mail" service, as Express Mail No. EU 262502776US in an envelope addressed to the Assistant Commissioner for Trademarks, TTAB, 2900 Crystal Drive, Arlington, Virginia 22202-3513 on June 14, 2002.

By: Vallue Unitesell

Applicant, Matt Williams, by his attorney, hereby answers the allegations set forth in the Notice of Opposition as follows:

- 1. Applicant has insufficient knowledge or information to form a belief as to the truth of the allegations of Paragraph 1, and therefore denies those allegations.
- 2. Applicant has insufficient knowledge or information to form a belief as to the truth of the allegations of Paragraph 2, and therefore denies those allegations.
- 3. Applicant admits that on March 12, 2001, he filed application serial number 76/223,268, based on intent to use, to register the mark BLISS LINENS and Design which was published for "retail store services in the field of bed and bath linens, furnishings and

accessories" in International Class 35. Applicant denies the remaining allegation in Paragraph 3.

- 4. Applicant has insufficient knowledge or information to form a belief as to the truth of the allegations of Paragraph 4, and therefore denies those allegations.
 - 5. Applicant denies the allegations of Paragraph 5.
 - 6. Applicant denies the allegations of Paragraph 6.

Respectfully submitted,

DAVID, GOODMAN & MADOLE

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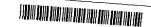
CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing Answer has been served upon Michelle P. Foxman, Fross Zelnick Lehrman & Zissu, P.C., 866 United Nations Plaza, New York, New York, 10017on this <u>VY</u> day of June, 2002, by Certified Mail, Return Receipt Requested.

John-Paul Luna

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06-14-2002 U.S. Patent & TMOfc/TM Mail Ropt Dt. #26

June 14, 2002

Assistant Commissioner for Trademarks Trademark Trial and Appeal Board 2900 Crystal Drive Box TTAB Arlington, Virginia 22202-3513

Re:

Opposition No. 91151554

Serial No. 76/223268

Bliss World, LLC v. Matt Williams

Our File No. 2355.050

Dear Sir:

Enclosed for filing in the above-referenced opposition, please find the original and one (1) copy of the Answer. Please file the Answer and return the file-marked copy to the undersigned in the enclosed self-addressed, stamped envelope.

Thank you for your assistance. Please do not hesitate to contact me should you have any questions.

Very truly yours,

DAVID, GOODMAN & MADOLE a Professional Corporation

By:₄

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